

## Abstract of the Disclosure

In a programmable selective broadcasting reception system, a broadcasting station includes a unit for broadcasting a broadcasting contents program formed from broadcasting contents, a contents attribute, and an execution program. A reception apparatus includes a reception unit, user attribute storage unit, current time acquisition unit, current place acquisition unit, attribute input unit, execution program storage unit, contents attribute storage unit, broadcasting contents, playback unit, and execution program engine. The current time acquisition unit detects and writes current time. The current place acquisition unit detects and writes the current place of the user. The execution program storage unit, contents attribute storage unit, and broadcasting contents storage unit respectively read out and store the contents of the execution program, contents attribute, and broadcasting contents. The execution program engine refers to the attribute values of the contents attribute storage unit and the user attribute storage unit to interpret and execute the execution program, and when the broadcasting contents are determined to be broadcast, transmits the broadcasting contents to the playback unit. A programmable selective broadcasting apparatus and reception apparatus are also disclosed.